

Picture *this!*



THE  
INSPIRED  
HOME  
SHOW | IHA's GLOBAL HOME +  
HOUSEWARES MARKET

March 14 - 17, 2020 | McCormick Place | Chicago

[TheInspiredHomeShow.com](http://TheInspiredHomeShow.com)

# A Global Opportunity



- Picture the world's most influential retail buyers checking out your newest product designs.
- Picture consumer and trade media interviewing you and your team about your latest innovations.
- Picture lifestyle influencers excitedly posting videos of your best product demos.

**Picture it all...and realize it at The Inspired Home Show 2020.**

Formerly the International Home + Housewares Show, The Inspired Home Show connects not only buyer to seller, but also product to lifestyle and the industry to the consumer mindset.

Every March, **more than 52,000 home and housewares professionals from more than 130 countries**

converge upon Chicago to discover new products and trends, meet face-to-face with executives from top retail and manufacturer brands, and gain the insights, leads and exposure to jump-start a successful year.



## Unique, Focused Buyers

The Inspired Home Show attracts thousands of buyers who you won't see at any other trade event – and they spend significant time and energy taking full advantage of their time in Chicago.

## Time Spent on the Expo floor (NOT including scheduled meetings or educational sessions)\*

	Average Days	Average Total Hours
U.S. Buyers	2.5	15.5
International Buyers	3.2	18.2

## Shows that Buyers have "NEVER Attended"\*

	U.S. Buyers	International Buyers
Ambiente	82%	45%
Atlanta Gift Market	69%	89%
Las Vegas Market	72%	82%
NY Now	81%	86%
CES	68%	77%
IFA	96%	83%

\*From 2019 IH+HS Post-Show Survey of Registered U.S. and International Buyers



**The Show attracts 99% of the top key U.S. retailers in 13 channels – and thousands of independent specialty stores from across the U.S.**

**Catalog/Internet**

Amazon  
 Cinmar Frontgate  
 Groupon Goods  
 Hammacher Schlemmer  
 Harriet Carter  
 Hayneedle/Jet/Walmart.com  
 King Arthur Flour Company  
 Overstock  
 Pampered Chef  
 Princess House  
 Publishers Clearing House  
 Rue/Gilt Groupe  
 Seventh Avenue  
 The Grommet  
 Vermont Country Store  
 Wayfair  
 Zulily

**Design Stores**

Denver Art Museum  
 Milwaukee Art Museum  
 Museum of Contemporary Art, Chicago  
 Museum of Science and Industry  
 National Building Museum  
 NY MOMA  
 SF MOMA

**Department/Specialty & Multi Stores**

Bed Bath & Beyond  
 Best Buy  
 BJ's Wholesale Club  
 Bloomingdales  
 Cost Plus World Market  
 Costco  
 Crate & Barrel  
 Dillard's  
 JC Penney  
 Kohl's  
 Macy's  
 Meijer  
 Nebraska Furniture Mart  
 Nordstrom  
 Pier 1 Imports  
 QVC  
 Sam's Club  
 Sears  
 Sur La Table  
 Target  
 The Container Store  
 Walmart  
 Williams Sonoma

**Home + Hardware**

Ace Hardware  
 Do It Best  
 Gordons Ace  
 Home Depot  
 Lowes  
 Menards  
 True Value

**Independent Specialty Buying Groups**

Both major independent specialty buying groups are present...  
 Gourmet Catalog  
 HTI

**Supermarket + Drug**

Ahold USA  
 Albertsons/Safeway  
 CVS  
 H-E-B  
 Kroger  
 Rite Aid  
 Walgreen's  
 Wegmans  
 Whole Foods

**Value**

99 Cents Only  
 Big Lots  
 Dollar General  
 Fred's  
 HomeGoods  
 Ross Stores  
 TJX  
 Tuesday Morning

**Thousands of Independents including...**

A Cook's Companion (Brooklyn, NY)  
 Cook's Warehouse (Atlanta, GA)  
 Cook's World (Rochester, NY)  
 Fante's (Philadelphia, PA)  
 In The Kitchen (Pittsburgh, PA)  
 Kitchen Collage (Des Moines, IA)  
 Kitchen Kaboodle (Portland, OR)  
 Kitchen Kapers (Cherry Hill, NJ)  
 Kitchen Store at JK Adams (Dorset, VA)  
 Kitchen Window (Minneapolis, MN)  
 Leon & Lulu (Clausen, MI)  
 Marcells Culinary (Glen Ellyn, IL)  
 Peppercorn (Traverse City, MI)  
 Rolling Pin Kitchen Emporium (Barnden, FL)  
 Sign of the Bear Kitchenware (Sonoma, CA)  
 Todd & Holland Tea Merchants (Forest Park, IL)





## Key buyers from more than 130 countries attend the Show every year.\*

### Company

La Anonima  
 Falabella  
 Harris Scarfe  
 Harvey Norman  
 Howards Storage World  
 Interspar  
 Etna  
 Tok & Stok  
 Walmart  
  
 Amazon  
  
 Sam's Club  
 Bed Bath & Beyond  
 Canadian Tire  
 Hudsons Bay  
 TJ Max/TJX  
 Costco Wholesale  
 Best Buy  
 Home Depot  
 Almacenes Siman  
 PriceSmart  
 Cencosud  
 Tmall / Alibaba  
 Pepe Ganga  
 Kulina  
 Potten&Pannen  
 Bahne  
 Magasin  
 Corporacion Favorita  
 Boulanger  
 Home Shopping Service/Best of TV  
 Ek/servicegroup  
 OTTO

### Country

Argentina  
 Argentina, Chile, Colombia, Peru  
 Australia  
 Australia, New Zealand  
 Australia  
 Austria  
 Brazil  
 Brazil  
 Brazil, Canada, Central America  
 & Caribbean, Chile, Mexico  
 Brazil, Canada, China, India, Japan,  
 Mexico, UK  
 Brazil, Mexico  
 Canada  
 Canada  
 Canada  
 Canada, Italy, UK  
 Canada, Japan, Mexico, UK  
 Canada, Mexico  
 Canada, Mexico  
 Costa Rica, El Salvador, Guatemala  
 Caribbean, Central America  
 Chile, Colombia, Peru  
 China  
 Colombia  
 Czech Republic  
 Czech Republic  
 Denmark  
 Denmark  
 Denmark  
 Ecuador  
 France  
 France  
 Germany  
 Germany  
 Germany

### Company

REAL  
 Tchibo  
 Wayfair  
 QVC  
 Aldi  
 City Super  
 Walgreens Boots Alliance  
 Ace Hardware  
  
 Homestore & More  
 Actus  
 Plaza Style  
 Takashimaya  
 The Loft  
 Tokyu Hands  
 Tsutaya Electrics  
 Coupang  
 Emart  
 GS Shop  
 Home & Shopping  
 Lotte HiMart  
 Shinsegae  
 Coppel  
 El Palacio De Hierro, Casa Palacio  
 HEB Mexico  
 Liverpool  
 The Home Store  
 Soriana City Club  
 The Warehouse  
 Jernia  
 COOP  
 Gourdo's  
 Robinsons Handyman  
 S&R Membership Shopping  
 Biedronka/Jeronimo Martins  
 Bork  
 Coinfer  
 El Corte Ingles  
 Gadgets Cuina  
 Bagaren & Kocken  
 KitchenTime  
 citiesocial  
 Mitsukoshi  
 Lulu Hypermarkets  
 Debenhams  
 John Lewis  
 Lakeland  
 Robert Dyas  
 Sainsburys

### Country

Germany  
 Germany  
 Germany  
 Germany, Italy, UK  
 Hong Kong  
 Hong Kong  
 Hong Kong  
 Hong Kong  
 Indonesia, Kuwait, United  
 Arab Emirates  
 Ireland  
 Japan  
 Japan  
 Japan  
 Japan  
 Japan  
 Japan  
 Korea, South  
 Korea, South  
 Korea, South  
 Korea, South  
 Korea, South  
 Korea, South  
 Korea, South  
 Mexico  
 Mexico  
 Mexico  
 Mexico  
 Mexico  
 Mexico  
 Mexico  
 Mexico  
 New Zealand  
 Norway  
 Norway, Switzerland  
 Philippines  
 Philippines  
 Philippines  
 Poland  
 Russia  
 Spain  
 Spain  
 Spain  
 Spain  
 Sweden  
 Sweden  
 Sweden  
 Taiwan  
 Taiwan  
 United Arab Emirates  
 United Kingdom  
 United Kingdom  
 United Kingdom  
 United Kingdom  
 United Kingdom



\*Sample from full list of buyers



## For the Industry, by the Industry

Retail Advisory Councils guide the direction of The Inspired Home Show's attendee experience, ensuring that it continues to attract the top buyers in the industry.

### Global Retail Advisory Council

- Michelle Dickinson – Burton McCall | UK
- Sandra Dobbins – Masters Distributors | Australia
- James Ge – Euroidea Corporation | China
- James Karani – Yuwa | Japan
- Jackson Liang – Genesis | China
- Meir Maryena – Tendencias y Conceptos | Mexico
- Liz Oldfield – Milly's | New Zealand
- Susan San Miguel – Gourdo's Inc | Philippines
- Helen Widjaja – PT ACE Hardware | Indonesia

### Specialty Retail Advisory Council

- Michele Catalfo-Crowley, Director – Product & Merchandising, Wegmans
- Mary Liz Curtin, Owner, Leon & Lulu
- Jill Foucre, Owner, Marcells Culinary, Inc.
- Michael Higdon, Retail Manager, National Building Museum
- Doug Huemoeller, Owner, Kitchen Window
- Janis Johnson, Owner/Buyer, Gourmet Catalog & Buying Group
- Bob Kratchman, President, Kitchen Kapers
- KC Lapiana, Owner, In The Kitchen
- Mary Moore, Owner, The Cook's Warehouse
- Lawrence Oates, President, KitchenArt – The Store for Cooks
- Howard Thornton, Buyer, San Francisco Museum of Modern Art
- Dave West, Owner, Rolling Pin Kitchen Emporium
- Chris Wiedemer, Owner, Cook's World

### Retail Advisory Council

- Sheri Best, DMM/Business Unit Director, HEB
- Katie Fischer, Divisional Merchandising Mgr-K, Crate & Barrel
- Michelle Foss, SVP/GMM, Williams-Sonoma, Inc.
- John Gehre, EVP Merchandising and Planning, The Container Store
- Ryan Gilchrist, GM/Director, Wayfair
- Christina Groth, VP, Kroger Co.
- Sandra Han, GVP/Divisional Business Mgr., Macys
- Tom Hayes, SVP/GMM, HomeGoods
- Joe Kirby, VP, Category Mgmt., Imperial Distributors, Inc.
- Kristen Kunas, DMM, Ace Hardware
- Robert LeBrun, VP/DMM, Big Lots Stores, Inc.
- Alex Ogof, Divisional Merchandise Manager, Bed, Bath & Beyond
- Steve Ronchetto, DMM, Cook & Dine, Walmart Stores, Inc.
- Heather Wells, Senior Divisional of Merchandising, Target Stores





# Media Exposure

More than 375 consumer and trade-focused media outlets attend and report on The Inspired Home Show. The resulting coverage adds up to more than 500 million impressions in print, broadcast and online placements.





# Influence

The rise of the influencer and the role they play in shaping consumer tastes and purchasing makes them a critical piece of the home and housewares supply chain. **The Inspired Home Show attracts hundreds of influencers with a combined reach of more than 50 million.**

## Key Influencers at the Show



Colleen Jeffers  
[Thegooddrink.com](http://Thegooddrink.com)



Destiny Alfonso  
[Justdestinymag.com](http://Justdestinymag.com)



Melissa Maker  
[Cleanmyspace.com](http://Cleanmyspace.com)



Elizabeth Van Lierde  
[Thecollegehousewife.com](http://Thecollegehousewife.com)



Carley Knobloch  
[Carleyk.com](http://Carleyk.com)



Marija Krosnjak  
[Sportsanista.com](http://Sportsanista.com)



Beth LaManach  
[Entertainingwithbeth.com](http://Entertainingwithbeth.com)



Billy Parisi  
[Billyparisi.com](http://Billyparisi.com)



**The Inspired Home Influencer Conference**, held the Friday before the Show opens, welcomes more than 300 influencers for a focused day of education and networking, including speed dating with select exhibiting companies. Details on participation in the 2020 Conference will be available in the fall.



## One Show; Five Expos

**Dine + Décor - Personality for the home and profitability for the brand**

- Cook + Bakeware
- Kitchen Essentials
- Kitchen Accents
- Tabletop
- Home Décor

**Clean + Contain - A place for everything and everything in its place**

- Cleaning + Hardware
- Bath + Shower Accessories
- Home Storage + Organization
- Pet Supplies
- Clothing Care
- Outdoor Living

**Wired + Well - Products that electrify the home, the self and the brand**

- Household + Kitchen Electrics
- Smart Home
- Health + Personal Care
- Home Environment
- Energy Conservation
- Floor + Carpet Care

**Discover | design - Unique products that define a home – and a brand**

- High-design across all product categories

**International Sourcing - Branded and unbranded products from around the world**

- International Sourcing
- Global Design Points

## Booth Information and Rates

2020 Dates: March 14-17, 2020, McCormick Place, Chicago

### Booth Space Cost

	Early Bird Rate*	Standard Rate	Corner fees
IHA Members	\$16.50/sq. ft.	\$17.00/sq. ft.	\$400 per corner
Non-Members	\$22.50/sq. ft.	\$23.00/sq. ft.	\$400 per corner

\*Early-bird rate applies to applications and full payment received by July 2, 2019

### Standards

- 10'w x 10'd (100 sq ft.)/3mx3m (9 sq. m)
- Booth space cost covers the raw square footage only. Booth structures and services are not included in the cost. Exhibitors must make their own booth arrangement, including back wall, carpeting and furnishings.
- The use of pipe and drape is prohibited.





## \*IHA Membership...Enjoy Benefits Beyond The Show!

### Executive Networking and Education

- **CORE** – quarterly, senior-level networking and share groups
- **CHESS** – annual, senior-level networking and educational conference

### International Networking and Education

- **International Business Council (IBC)** – networking group for international sales professionals with monthly newsletter and regular country reports
- **Global Forum** – annual networking and educational conference
- **Trade Missions** – turn-key visits to key international markets to facilitate connections between members and buyers (one to two times per year)

### Consumer Engagement

- **The Inspired Home consumer media** – member products featured via lifestyle-oriented content
- **Website** – more than 700,000 monthly page views



### Government Advocacy

- **Government Affairs Office** – contact and advice for IHA and members with governmental and regulatory questions
- **Government Affairs Committee** – annual networking and educational meeting in Washington D.C. with opportunities for Congressional meetings

### Industry Reporting

- **Annual Report** – annual Association review
- **State of the Industry Report** – annual Industry review
- **Housewares MarketWatch** – quarterly product category reviews



## Membership\*

Save more than 25% on booth space by signing up for membership in the International Housewares Association

Company Annual Housewares Sales	Annual Membership Dues	Pays for itself with a...
Under \$10 million	\$500	10' x 10' booth
Over \$10 million	\$800	10' x 15' booth



Learn More About Becoming an IHA Member at [Housewares.org/Members](https://Housewares.org/Members)

# Value-Add Opportunities

IHA is committed to the success of our exhibitors. We offer several resources to maximize your exposure and effectiveness at The Inspired Home Show.

## Marketing Assistance

Throughout the year, IHA provides extensive resources to help you make the most of your presence.

- **Marketing Kit** – tips, ideas and how-tos for pre-, at- and post-Show promotion
- **Lead retrieval** – IHA provides free lead retrieval for all exhibitors
- **Media list** – contact information for registered media and tips on attracting media to your booth
- **Show buyer lists** – complimentary mailing list of all registered attendees post-Show
- **Marketing webinars** – live and pre-recorded presentations on how to use IHA marketing resources

## New Product Showcases

Our buyers tell us the most important thing to them is to be able to see what's new. We make it easy by curating new products within prominent showcases across the Show floor.

- Participation is \$300/product
- Product cannot have been shown at previous International Home + Housewares Shows.

## Global Innovation Awards (gia) Honoring Excellence in Product Design

All entries submitted for the New Product Showcases by January 24, 2020 are evaluated by our expert panel of judges, who name five finalists in each of 13 categories. On the first evening of the Show, a single Global Honoree in each category is recognized during the gia Awards Dinner and Ceremony.

## Sponsorships

Several sponsorships are available, including cafes, buses and other high-traffic attendee resources. Contact your sales manager for specific opportunities that can help meet your objectives.

Learn More and Apply Today at [TheInspiredHomeShow.com/Exhibit](http://TheInspiredHomeShow.com/Exhibit)



6400 Shafer Court, Suite 650, Rosemont, IL 60018 USA  
Tel: +1-847-292-4200 · [Housewares.org](http://Housewares.org)